

Attractive buffet on terrace at poolside can lure members away from backyard barbecue pits.

## 'Cool' meals can beat the heat

Good food and drink, a festive atmosphere and proper planning can bring members back to club dinners.

#### By JERRY MARLATT

Manager, Northmoor CC, Highland Park, III.

While it is an acknowledged fact among club food service operators that the months of June, July and August provide us with a large volume of food and beverage income, we should also realize that these are our most "competitive" months.

During the Fall, Winter and Spring the club is a most convenient place for the member to dine, and can face stiff competition with good food and service. During this period early darkness, snow, and rains keep him confined to the relatively close environs of his home, and only local competitors vie for the member's patronage. Come Summer—with our expressways, toll roads, and super highways—quaint country restaurants, seaside resorts, and famed eating establishments are but a few minutes from his home and from your club as well. Therefore, Summer provides us with competition the other seasons lack.

While these Summer diversions provide seasonal competition, they do require effort and preparation on the part

of the member.

However, looming on the immediate horizon is a far greater competitor, known to all suburbia as: "the back-yard barbecue." Let us face up to this evil by asking some simple questions. Why should a member have to make a reservation, get dressed in coat and tie, drive to the country club, and there partake of a steak—minute in size and of indeterminable quality, drink a martini of unknown ingredients sloshed together by an inexperienced and unconcerned barman, and then be charged twice the price he would have to pay for the same ingredients at home?

Why should he do this when he can dine on his own patio, in Bermuda shorts,

with the portable stereo playing, while he tenderly cooks the steak to his own specifications which is 14 ounces in size and of the primest quality? He looks at the fire and drinks a "six to one" Beefeater martini made by his own wife's loving hand, and under his breath he says: "They can close their damn diningroom at 8:30 for all I care." Yes, this is our true Summer competition, and we must realize it and face up to it.

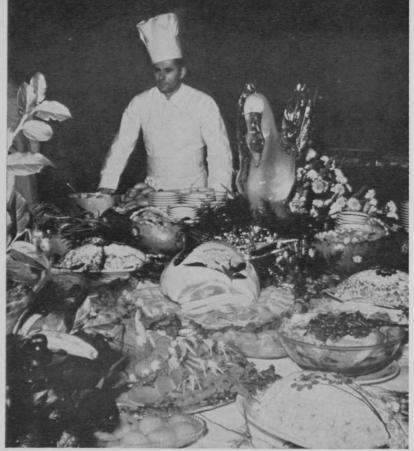
So, our approach to this invasion of our customers should be "to fight fire with fire," and in this case it becomes the charcoal embers of our own club barbecue. Many of our members now live in co-ops, condominiums, apartments, and hotels—all of the "high rise" variety, and not too conducive to a backyard "cook out." Therefore, we have a ready market for this type of specialty if we present it properly.

First we must take a chance and say "No Reservations Required." Remember, we cook the food as they pass through the buffet, so reservations are not that important. Serve outdoors and forget dress by letting them dine in Bermuda shorts, golf slacks and Summer cottons. Take it poolside. serve it on the patio,

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Chilled sliced tomatoes, relishes and cheeses make excellent hot weather foods.





Summer foods, ice carvings and seasonal fruits combine to make dining table a focal point for summer parties at Rolling Green GC, Arlington Heights, Ill.

#### MEALS TO BEAT HEAT

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but get it outdoors, for that enhances the atmosphere, stimulates the appetite and adds to the overall enjoyment. Then have your butcher provide 14 oz. U. S. prime, center cut sirloin steaks, let your guests pick out *their* steak, give it to the chef and cook it right before their eyes.

Serve it all buffet style, with a giant bowl of cool, crisp salad greens, chilled, sliced tomatoes, French, Roquefort and Thousand Island dressing. Sweet corn on the cob, creamy cole slaw, and chilled potato salad can be accompaniments as are fresh, seasonal fruits made into a salad, or a citrus jello ring filled with fruit and topped with whipped cream. To this add individual loaves of fresh, homemade bread or whole loaves of French bread. When these are served with bowls of sweet cream butter balls

they will delight your members' appetities. You can vary the steak presentation by serving an assortment which is comprised of barbecued chicken, baby back ribs, and char-broiled 8 oz. chopped sirloin steaks.

For dessert serve huge slices of watermelon, halves of cantaloupe or bowls of fresh berries with whipped cream or sour cream and brown sugar.

Make your price competitive with neighboring restaurants which might have swank decor and air-conditioning, but which cannot compete with outdoor cooking regardless of their fame. The sale of drinks as the guests watch the steaks cooking before their eyes will more than compensate you for the high food cost you will have on this form of presentation. However, labor costs can be controlled, for you bring the chef or broiler man outdoors, and through becontinued on page 50

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forehand preparation labor can be minimized. Yes, this could develop into a specialty at your club during Summer.

To compete with other forms of "Summer Attractions," we suggest you try new ideas and innovations in your dining room and on your menu. A unique "Summer Luncheon Specialty" presented by a well-known Chicago club during the summer months is called, "A Smorgas-bord Sandwich Selection." Six sandwich specialties are made in advance, bedded down on lettuce atop a large silver tray, garnished with tomatoes and olives, covered with a Saran type wrapping and placed in the refrigerator for later service. When serving, the waitress removes the chilled tray from the refrigerator, takes the wrapping away, and brings it to the member's table for selection. Several travs are made in advance and the service is swift and easy for both waitress and guest. Only your imagination determines what you present on this form of specialty, and price becomes secondary to the customer's enjoyment. While sales volume rises, food costs decline, and your members enjoy the results.

Speaking of sandwiches, basic ingredients for many sandwiches should be come staples in your pantry refrigerator—always well chilled, always fresh, and always ready. They can include: sliced cheeses of many types, assorted cold meats, sliced tomatoes and hard-boiled eggs, grilled bacon strips, and shredded as well as leaf lettuce. To this can be added an assortment of spreads such as egg, shrimp and chicken salad.

You now have a basic ingredients inventory and from this can be made a multitude of sandwiches. Do not be afraid to try unusual combinations like sliced ham and turkey, tongue and Swiss cheese, chicken salad with diced tomatoes or a corned beef club sandwich to add variety to your "never changing" sandwich list. Serve closed or open-faced with choice of dressings and your members will thank you for this variety.

Hot weather also means salad weather, and a "Do-It-Yourself Salad Bowl" is a welcome addition to any Ladies' Golf Day or just for the club dining

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room during this period. Place a huge punch bowl filled with romaine, chicory, bibb lettuce, endive, escarole and other greens on a bed of cracked ice in the center of your dining room. Around it, attractively arranged can be "Supreme Bowls" of Julienne of chicken or turkey, ham, roast beef, crisp bacon pieces, Swiss and American cheese strips, anchovies, chopped egg, cherry tomatoes, sliced olives and an assortment of your club dressings. Chopped salad shrimp, crusty croutons, or tiny canned peas could be added. Then let your guests come forth and "build themselves a salad" and you can serve soft luncheon rolls, corn sticks or blueberry muffins with a glass of iced tea or coffee and you will have gained their favor.

Summer dessert suggestions are endless, but you can bring on comment from your overheated members with some simple variations on the old American favorite, ice cream. Try a few of these and see what your guests say: Mold fresh peach ice cream in a ring mold pan, re-freeze and then serve portions with a topping made from diced, fresh peach pieces. Pistachio and chocolate ice creams, when served in combination, topped with whipped cream, and sprinkled with shredded milk chocolate will bring on "ohs and ahs," while coffee ice cream and lime sherbert when combined and topped with mint chocolate sauce will make a choice quite hard. A novelty item you might make a specialty is to take molten vanilla ice cream, pour into a loaf pan and then drop in melon ball scoops of raspberry, orange, and lime sherbet. Re-freeze, slice and put "Polka Dot Ice Cream" on your menu. A final suggestion is to take a half grapefruit, onto which has been placed a scoop of lime sherbet, and then topped with meringue. Brown in the broiler, and serve as "Grapefruit Baked Alaska" for those who think it is low in calories.

Yes, Summer is and can be a delightful time for specialties, especially if your members cannot obtain them anyplace else. Even your beverage service should take on new "zip" and replace or add to the traditional "coffee, tea or milk" Continued on page 56

GOLFDOM

#### 'COOL' FOODS Continued from page 54

with simple things like the following: Coffee Peruvian—put iced coffee into a large Zombie type glass, and serve with a wedge of lime instead of lemon (don't even mention cream or sugar) and see how delightful it tastes for a change. Vary your iced tea by using jasmine or oolong, and see what your guests' comments will be. Lemon sludge is merely lemonade served in a tall glass, with lots of cracked ice, a slice of lemon and a maraschino cherry, but non-coffee drinkers and kids will love it.

A small scoop of strawberry ice cream in a glass of milk will produce a "Pink Cow," while equal parts of grape juice and Seven Up, un-mixed and garnished with a lemon slice will provide us with a "Hollywood." When these names are placed in the beverage section of your menu, members will notice that you have given even this some thought when presenting your Summer menu.

Surely some of these suggestions will

enhance your hot weather food service, but if they don't, they will stimulate your thinking, and perhaps will result in your creating new and unusual things for your membership.

#### SUMMER RECIPES

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smooth. Add 1 cup sour cream, 2 teaspoons dry mustard. Cook slowly over medium heat for 10 minutes. Season with salt, pepper and paprika.

Serve on rice, toasted English muffin or slice of toast.

Makes approximately 8 portions.

CLYDE MANGRUM, Manager Pinehurst CC, Pinehurst, N. C.

## CRAB LEGS ON ARTICHOKE BOTTOM—UNDER BELL

8 fresh artichoke bottoms

32 fresh Dungenes crab legs

1 teaspoon finely chopped green onions

1 teaspoon chives

1/4 teaspoon white pepper

1 glass dry, white wine

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